



Fiserv Small Business Index[®]

Monthly Overview | November 2024

Small Business Restaurant Sales Jump, Retail Responds to Holiday Demand

National Overview

Nationally, the seasonally adjusted Fiserv Small Business Index stands at 144 for November, just 2 points behind October’s high point of 146. On a year-over-year basis, small business sales (+4.8%) and total transactions (+9.1%) grew significantly compared to 2023. Month-over-month sales (-1.6%) declined slightly, and month-over-month transactions (+0.6%) were steady following a very strong October. Consumers demonstrated continued enthusiasm at Retail (-0.1% month over month, +5.6% year over year), and Restaurants also got a major boost, gaining +3.1% over October, and +8.1% annually. The final days of the month generated extra momentum for these segments due to holiday shopping.

Key Takeaways

What Happened This Month?	Why Does It Matter?	How Should We Interpret?
Overall small business sales slowed to -1.6% MoM (seasonally adjusted) in November and to +4.8% annually. This was driven by slower spending in non-discretionary and service-related areas compared to October.	The unusually strong October results likely sourced some of that momentum from November. But year-over-year comparisons prove that consumer engagement was still strong across Services and non-discretionary. And holiday-related demand was healthy too.	Services represents 70% of all small business sales in the US. Naturally, as consumers shift focus toward holiday spending priorities, some Service and non-discretionary segments will see temporary compression.
Restaurants continued to expand in November and delivered the biggest MoM dollar gain across all subsectors.	Restaurants are the biggest subsector of small business. Month-over-month growth was driven in a balanced way by both increased patronage and higher ticket sizes.	The gain for restaurants was evidence of solid consumer engagement and willingness to spend. Consumer sentiment has also continued an upswing, reinforcing the notion that consumers will stay engaged through the holiday season.
Small business retail expanded at a rate of +5.6% YoY. The biggest drivers were Food & Beverage Retailers (+11.1%), Furniture/Electronics (+6.8%), General Merchandise Retailers (+11.0%), and Clothing (+7.3%).	The official kickoff to the holiday season was almost a full week later in the month than last year. Yet, these key segments which define the Retail landscape for holiday shopping were very strong. Several also even increased their momentum from October.	The signals suggest that consumers will keep this momentum and help small business deliver a robust Q4 and close out 2024 with strong sales growth that was driven by increased patronage, and not simply because of higher prices.

National Index Trends

Figure 1: National Index

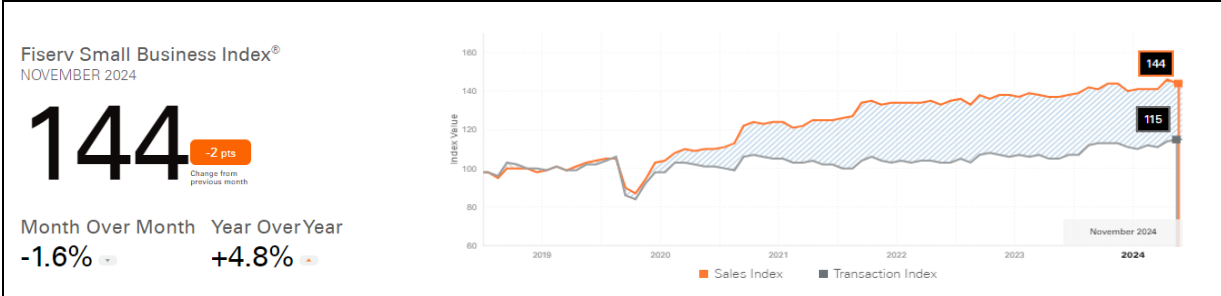


Figure 2: National Snapshot – October and Year-to-Date

Across the total U.S. small business ecosystem, November 2024 sales growth (+4.8%) was faster than the year-to-date pace (+4.0%). Year-to-date sales growth accelerated by +0.3% compared to the Jan – Oct pace.

	Sales Index	Transaction Index	Sales Growth	Transaction Growth	Avg. Ticket Growth
November 2024	144	115	4.8%	9.1%	-4.3%
YTD 2024 (Jan – Nov)	142	112	4.0%	5.6%	-1.6%

Figure 3: Sales Index YoY Growth – Past 12 months

	D	J	F	M	A	M	J	J	A	S	O	N
Sales Index	138	139	142	141	144	144	140	141	141	141	147	144
Sales YoY	2.5%	2.2%	6.5%	2.3%	5.4%	4.0%	1.6%	3.3%	1.6%	1.8%	7.1%	4.8%
Transactions YoY	3.5%	2.0%	8.5%	5.6%	5.2%	5.2%	4.4%	3.3%	5.7%	4.0%	8.8%	9.1%
Avg. Ticket YoY	-0.9%	0.2%	-2.1%	-3.3%	0.2%	-1.2%	-2.8%	0.0%	-4.0%	-2.2%	-1.7%	-4.3%
Inflation Rate (BLS gov)	3.4%	3.1%	3.2%	3.5%	3.4%	3.3%	3.0%	2.9%	2.5%	2.4%	2.6%	2.7%

Figure 3 shows the pace of year-over-year sales growth has settled at +4.8% in November, which was a solid pace of growth given the high volumes expected for this month, as it includes the official kick-off of the holiday season. Transaction growth was also the strongest of the year at +9.1%, while average tickets fell -4.3%. In combination, this all reflected consumers' enthusiasm to get out and visit stores in person (foot traffic), while mix changes and consumers finding compelling deals likely helped dollars to stretch (average ticket declines). Some recent macro-economic developments helping to shape these outcomes:

1. Inflation rate notched up to 2.7%, which was the second consecutive month of increase, but still was in line with analysts' expectations.
2. Consumer sentiment rose to 71.8 in November, marking the fourth consecutive month of increase since a July low point of 66.4.
3. The Fed lowered interest rates, which likely increased options for some buyers to make larger purchases.



Sector-Level Momentum Drivers

Figure 4: Fiserv Small Business Index NAICS Sectors (Level 2) – Sales Index (November 2024)

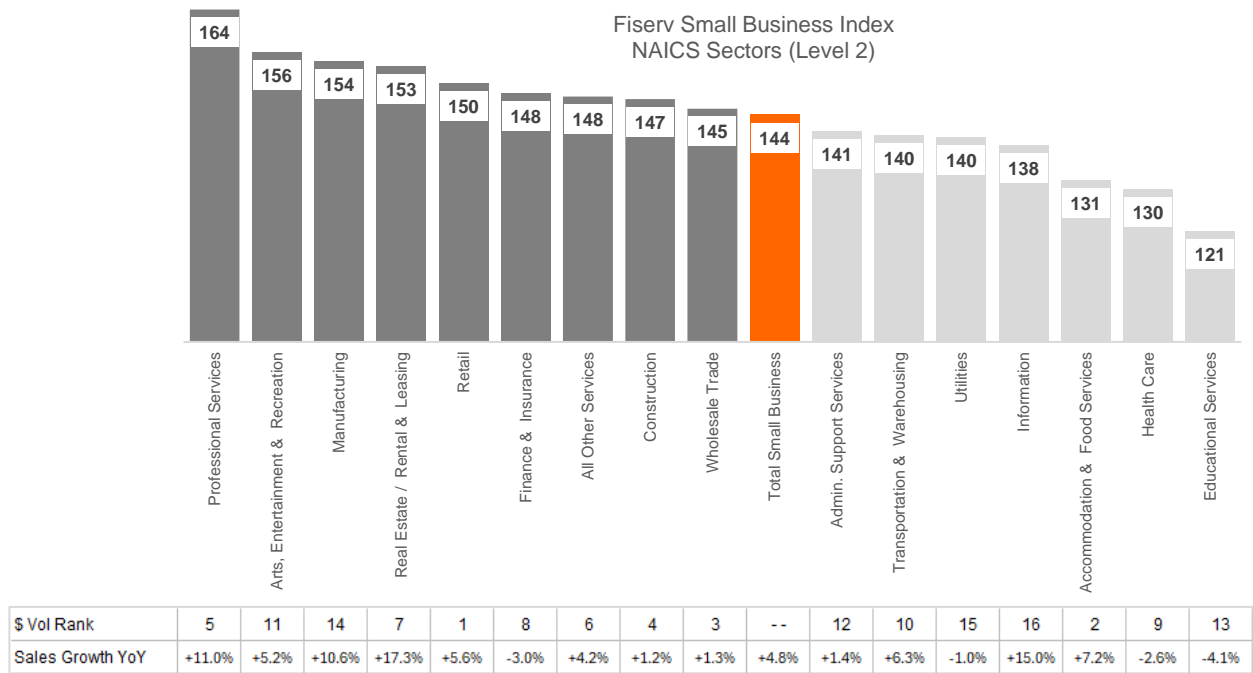


Figure 4 displays the Index results for Total Small Business and each of the 16 NAICS sectors tracked by the Fiserv Small Business Index (sorted in descending order). The table contains the dollar-volume rank and the YoY sales growth rate for each sector. Many of the high-volume sectors are indexing higher than the national index, a signal that consumers are staying engaged and have continued to spend confidently in sectors that help to drive small business.

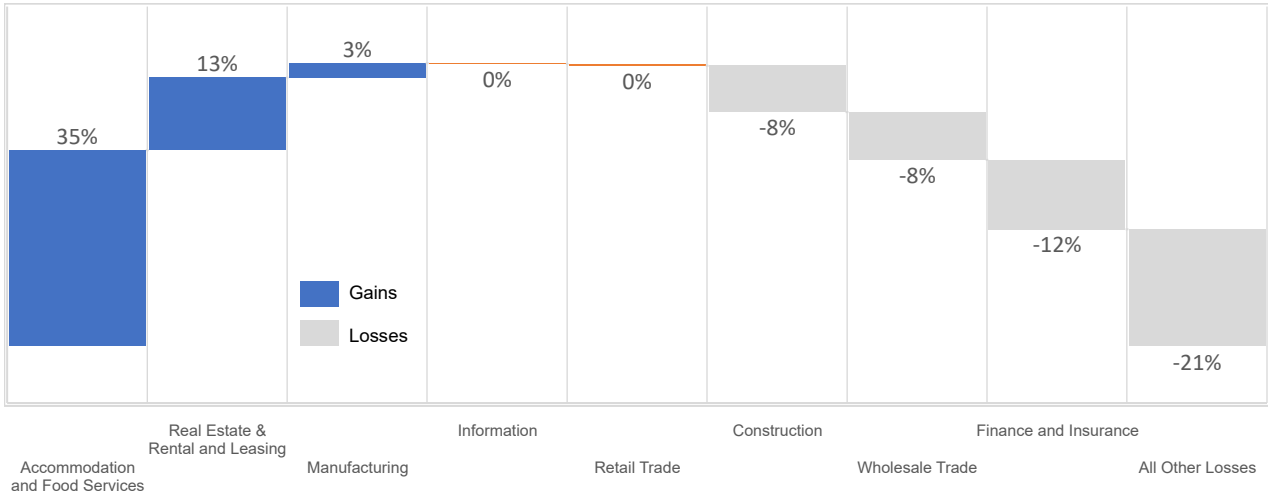
Month-Over-Month Changes (November 2024 vs. October 2024)

November slowed -1.6% compared to October, with only a few sectors gaining month-over-month

Despite a significant end-of-month boost from holiday shopping, small businesses broadly did not keep up the full-month pace of growth they had in October. Recall that October experienced the biggest spike in consumer spending month-over-month since March 2022. In contrast, November slowed for many sectors – particularly the areas that are service-oriented. This was not necessarily any real cause for concern, as most of these areas also delivered solid year-over-year growth for November. This slowdown was more about consumers' spending mix changes resulting in more focus on Retail, and the impact of seasonal adjustments.

The net sales growth for November compared to October was -1.6% (seasonally adjusted). The Accommodations and Food Services sector (Hotels & Restaurants) grew at +1.8% MoM and accounted for 35% of all gains/losses against October. Retail was essentially flat for the full month of November (-0.1% MoM), and therefore did not help or hinder growth against October. Finance and Insurance declined -9.4% vs. October and accounted for 12% of all gains/losses against October. In fact, most of the sales slippage was in service sectors (Professional Services, Transportation & Warehousing, Administrative Support, Construction and so on).

Figure 5: Month-Over-Month Sales-Growth Drivers – by Sector (November 2024 vs. October 2024)



Top Small Business Segments

Figure 6: Top 10 Subsectors (Based on Sales Volume) – November 2024

The top 10 subsectors consistently represent between 61% and 63% of all small-business sales volume.

Sales Volume Rank	Top 10 Subsectors (NAICS L3) (based on total dollar sales)	Sales Index	Index Point Chg.	Sales % Chg. MoM	Trans. % Chg. MoM	Avg. Ticket % Chg. MoM	Contr.	Primary Driver of MoM Sales Change
1	Food Services and Drinking Places	131	+4	3.1%	1.9%	1.3%	15.1%	Transaction count increase
2	Specialty Trade Contractors	147	-7	-4.4%	-3.0%	-1.3%	7.8%	Transaction count decrease
3	Professional, Scientific, and Technical Services	164	-2	-1.0%	-0.2%	-0.8%	7.4%	Average ticket decrease
4	Merchant Wholesalers, Durable Goods	141	-5	-3.5%	-1.1%	-2.3%	5.9%	Average ticket decrease
5	Insurance Carriers and Related Activities	148	-15	-9.4%	-4.0%	-5.4%	5.1%	Average ticket decrease
6	Food and Beverage Retailers	164	+4	2.4%	1.5%	0.9%	4.9%	Transaction count increase
7	Real Estate	158	+7	4.3%	1.7%	2.6%	4.3%	Average ticket increase
8	Accommodation	132	-4	-2.8%	0.9%	-3.7%	4.3%	Average ticket decrease
9	Ambulatory Health Care Services	133	-8	-5.5%	-5.0%	-0.5%	4.0%	Transaction count decrease
10	Gasoline Stations and Fuel Dealers	144	-2	-1.6%	-1.2%	-0.4%	3.7%	Transaction count decrease
	Total Small Business	144	-2	-1.6%	0.6%	-2.2%		Average ticket decrease

Figure 7: Discretionary vs. Non-Discretionary Spend

	Wtd. Sales Index	Index Point Chg.	Sales % Chg. MoM	Trans. % Chg. MoM	Avg. Ticket % Chg. MoM	Share of Sales	Primary Driver of MoM Sales Change
Discretionary	143	-1	-0.5%	1.3%	-1.7%	50%	Average ticket decrease
Non-Discretionary (essential)	148	-4	-2.8%	-0.9%	-1.9%	50%	Average ticket decrease

Figure 8: Goods vs. Services

	Wtd. Sales Index	Index Point Chg.	Sales % Chg. MoM	Trans. % Chg. MoM	Avg. Ticket % Chg. MoM	Share of Sales	Primary Driver of MoM Sales Change
Goods	150	-2	-1.2%	0.1%	-1.3%	30%	Average ticket decrease
Services	143	-3	-1.8%	0.8%	-2.6%	70%	Average ticket decrease

Month-over-month non-discretionary spend declined primarily due to smaller average ticket sizes. Discretionary spending saw an increase in transactions, but smaller average tickets prevented any realization of month-over-month sales gain. Through an alternate lens of Goods and Services, we saw that foot traffic did not change much from



October (transaction growth was 0.1% for Goods, 0.8% for Services). But average ticket declines were the primary factor for month-over-month sales declines in both Goods and Services.

Retail Performance: Pace of Consumer Spending Accelerates in October

Figure 9

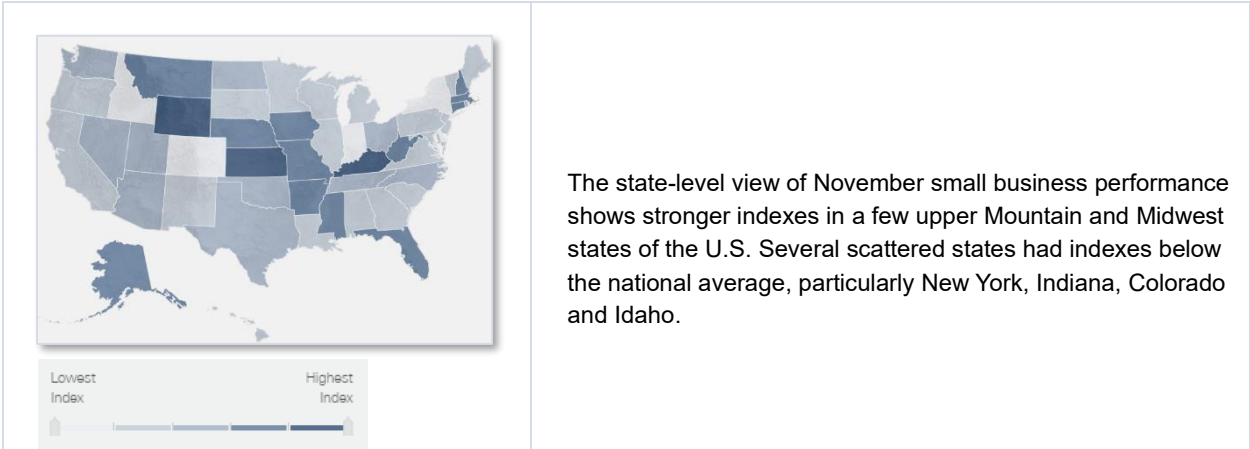
Rank	NAICS Level 3 Retail Category – Ranked on Sales Volume	Sales Index	Index Point Chg.	Sales % Chg. MoM	Sales % Chg. YoY
1	Food and Beverage Retailers	164	+4	2.4%	11.1%
2	Gasoline Stations and Fuel Dealers	144	-2	-1.6%	-0.5%
3	Motor Vehicle and Parts Dealers	139	-1	-0.7%	4.4%
4	Building Material and Garden Equipment and Supplies Dealers	170	-5	-2.7%	4.4%
5	Sporting Goods, Hobby, Musical Instrument, Book, and Miscellaneous Retailers	151	0	0.2%	5.4%
6	Clothing, Clothing Accessories, Shoe, and Jewelry Retailers	132	0	0.1%	7.3%
7	Furniture, Home Furnishings, Electronics, and Appliance Retailers	146	+3	2.2%	6.8%
8	Health and Personal Care Retailers	129	-4	-2.7%	1.7%
9	General Merchandise Retailers	168	+1	0.6%	11.0%
	Total Retail Trade	150	0	-0.1%	5.6%
	Total Small Business Retail	144	-2	-1.6%	4.8%

Retail Performance

Nationally, the Fiserv Small Business Index for Retail Trade held steady at 150. Year-over-year sales (+5.6%) and transactions (+9.5%) grew, and average ticket sizes (-3.8%) continued to decline. Year over year, some of the fastest-growing retail categories included Food and Beverage Retailers (+11.1%), General Merchandise (+11.0%), and Clothing, Shoes and Jewelry Retailers (+7.3%).

State-Level Overview – November 2024

Figure 10



Top 5 States

Figure 11-A: Based on Sales Growth MoM

State Rank (\$\$)	Top 5 States Based on MoM Sales % Chg.	Sales Index	Index Point Chg.	Sales % Chg. MoM	Sales % Chg. YoY
13	Washington	147	+5	3.8%	7.3%
2	Florida	156	+6	3.7%	11.5%
50	Alaska	152	+3	1.8%	11.4%
30	Nevada	148	0	0.3%	4.1%
20	Indiana	134	0	-0.1%	3.4%

Figure 11-B: Based on Total Sales Volume

State Rank (\$\$)	Top 5 States Based on Total Sales Volume	Sales Index	Index Point Chg.	Sales % Chg. MoM	Sales % Chg. YoY
1	California	141	-3	-2.1%	5.8%
2	Florida	156	+6	3.7%	11.5%
3	New York	136	-3	-2.2%	4.5%
4	Texas	148	-2	-1.1%	5.1%
5	Illinois	139	-4	-2.5%	6.1%

Figure 11-A demonstrates how November had only four states where sales actually grew compared to October. Year-over performance was much stronger among these five states, and the rest of the U.S. in general.

Figure 11-B lists the top 5 states in the U.S. based on sales volume in November. Florida was uniquely positioned as the second-fastest-growing state compared to its October results, and the second-fastest-growing state year over year.

Top Metro Markets Overview – November 2024

Figure 12: Top Ten Metro Markets

Rank*	Top Metro Markets	Sales Index	Index Point Chg.	Sales % Chg. MoM	Sales % Chg. YoY
1	New York-Newark-Jersey City NY-NJ-PA	138	-3	-2.2%	7.5%
2	Los Angeles-Long Beach-Anaheim CA	152	-2	-2.7%	2.0%
3	Chicago-Naperville-Elgin IL-IN-WI	140	-3	-2.2%	5.0%
4	Miami-Fort Lauderdale-Pompano Beach FL	151	+4	1.1%	5.1%
5	Dallas-Fort Worth-Arlington TX	145	+1	-1.2%	6.8%
6	Washington-Arlington-Alexandria DC-VA-MD-WV	158	0	2.7%	11.4%
7	Boston-Cambridge-Newton MA-NH	133	-4	-2.2%	2.3%
8	Atlanta-Sandy Springs-Alpharetta GA	140	-3	-4.5%	2.8%
9	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	129	-8	-2.0%	1.5%
10	San Francisco-Oakland-Berkeley CA	136	-3	-0.2%	-0.6%

* Top 10 ranked on total market sales volume

Sector Performance at State Level – November 2024

Figure 13: Top and Bottom Five States by Sector (Based on Absolute Dollar Gains Month Over Month)

	Top 5 States by Sector			Bottom 5 States by Sector		
	State	Sales % Chg. MoM	Sales % Chg. YoY	State	Sales % Chg. MoM	Sales % Chg. YoY
Retail	FL	1.2%	9.1%	NJ	-1.5%	2.8%
	LA	2.0%	11.0%	UT	-3.4%	6.8%
	GA	1.3%	10.5%	MA	-2.0%	5.4%
	NC	0.8%	6.0%	NY	-0.8%	5.9%
	AZ	1.3%	7.7%	OH	-2.1%	6.0%
Construction	FL	2.1%	12.8%	CO	-7.2%	-1.0%
	NV	7.9%	1.0%	PA	-6.7%	-0.4%
	DE	4.4%	-3.4%	TX	-4.5%	8.9%
	NJ	0.6%	-1.6%	CA	-3.8%	2.5%
	IN	0.6%	-1.6%	NY	-6.8%	-6.9%

Professional Services	IL	3.6%	19.7%	PA	-2.0%	13.0%
	FL	1.2%	8.6%	AZ	-3.4%	1.8%
	IN	2.9%	16.0%	MI	-3.6%	3.5%
	NY	0.3%	12.5%	NJ	-5.7%	2.1%
	MN	0.9%	26.2%	CA	-2.1%	9.4%

Food Services & Drinking Places	CA	4.6%	9.2%	WV	-0.5%	8.4%
	FL	8.2%	10.4%	MS	-0.3%	12.3%
	NY	2.8%	7.0%	ME	-0.6%	5.9%
	IL	4.2%	8.9%	TN	-0.3%	5.8%
	NC	3.9%	12.6%	PA	-0.5%	4.7%

The tables above rank states based on MoM absolute sales gains and losses for each sector shown.

Learn More

Read the full report online and [explore the data](#) based on national, state, local or NAICS sectors. [Subscribe now](#) to stay informed of the latest updates.

Questions? Contact us at FiservSmallBusinessIndex@fiserv.com.

*Fiserv Small Business Index® does not represent Fiserv financial performance.